DOCUMENT RESUME

ED 314 047 IR 052 969

TITLE	National Bookmobile Guidelines, 1988.
INSTITUTION	Ohio State Library, Columbus.
PUB DATE	18 Jun 88
NOTE	33p.; Adopted at the National Bookmobile Conference (4th, Columbus, OH, June 18, 1988).
PUB TYPE	Guides - General (050)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Administrator Guides; *Bookmobiles; Branch Libraries; *Design Requirements; *Library Administration; Library Collection Development; *Library Extension; Library Personnel; Library Standards; *Outreach Programs; Publicity; Public Libraries

ABSTRACT

These guidelines were developed by the bookmobile community that has met in Columbus, Ohio, since 1985 for their annual conference. The guidelines comprise the collaborative effort of hundreds of conference participants and representatives from 79 libraries throughout the United States and Canada, who discussed the guidelines in regional and state sessions and/or tested all or part of the guidelines under actual service conditions. Designed to serve as baselines against which administrators can consider the effectiveness of bookmobile programs, these guidelines are not standards, but professional advice about bookmobile service. They are presented in six sections, which discuss in detail: (1) working specifications for a bookmobile vehicle, including information about types and brands of tires and batteries, as well as information about auxiliary power units and safety equipment; (2) scheduling, including how to choose appropriate service hours and duration of each stop; (3) library collection development, including policy, personnel, and the variety of the collection; (4) marketing and publicizing the service, encouraging consistency with the library system's program, and involving the community in the program's development; (5) staffing the bookmobile, including suggestions for training in communications skills, driving, and general safety; and (6) management, including issues of funding, maintenance of the vehicle, and integration into the library system. (SD)

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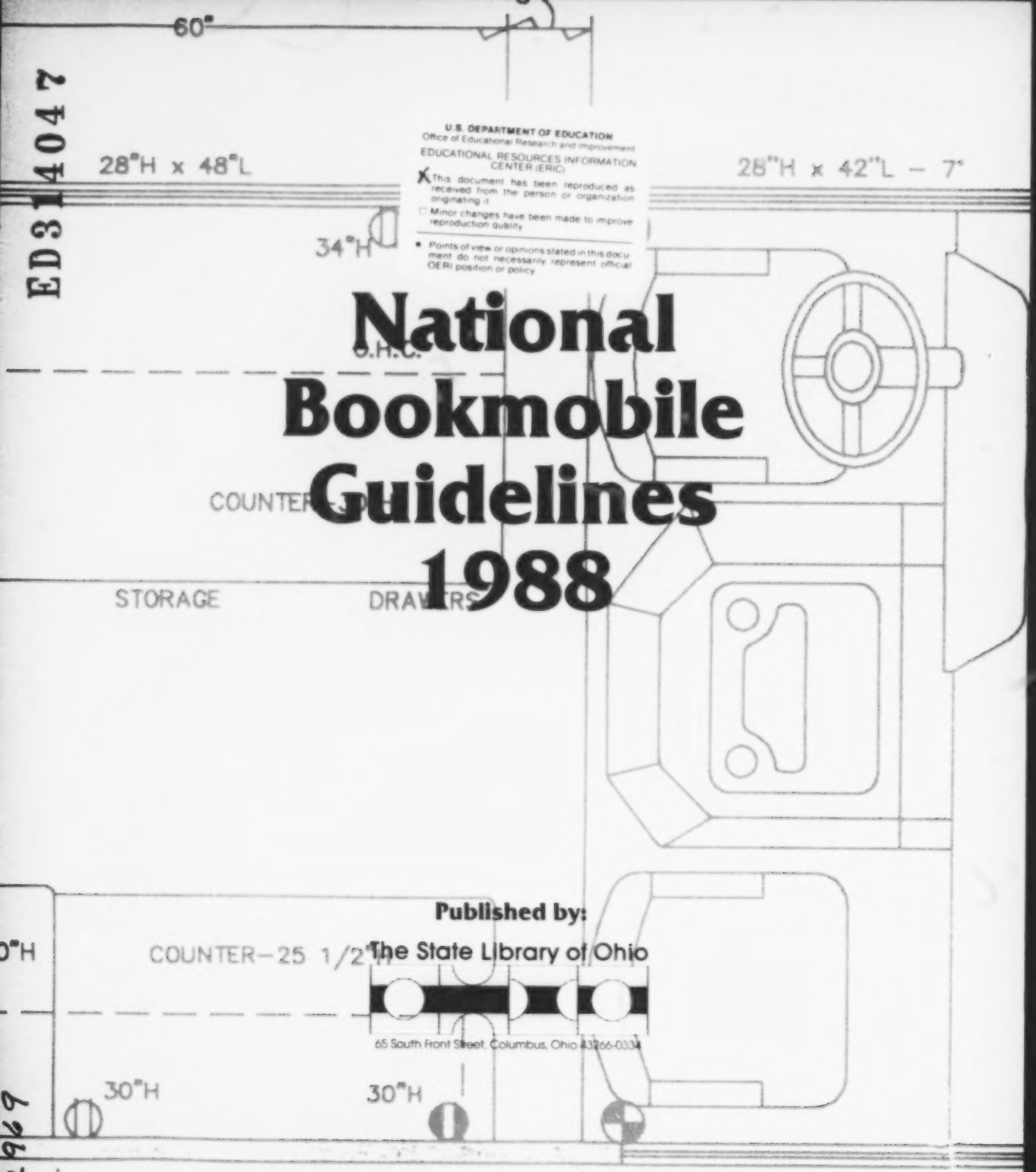

National Bookmobile Guidelines 1988

Published by:

The State Library of Ohio

65 South Front Street, Columbus, Ohio 43266-0334

IR052969

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National Bookmobile Guidelines

Adopted at the
Fourth National Bookmobile Conference
Columbus, Ohio, June 18, 1988

Published by:
The State Library of Ohio

FOREWORD

WHY BOOKMOBILE GUIDELINES?

Richard M. Cheski
State Librarian of Ohio

The National Bookmobile Guidelines evolved to fill a need. Suggested and developed by the bookmobile community the Guidelines, in retrospect, appear as the logical outgrowth of the national bookmobile conferences held in Columbus since 1985. They comprise the collaborative effort of hundreds of conference participants, as well as representatives from 79 libraries, who discussed the Guidelines in regional or state sessions and/or tested all or part of the Guidelines under actual service conditions. The libraries involved, it should be noted, were located in Canada and throughout the United States.

The final product, contained in this volume, is a series of "baselines" against which administrators can consider the effectiveness of bookmobile programs. The Guidelines are not standards, rather they represent the best professional advice available on bookmobile service in 1988. Advice on such a near-continental level must, of course, be localized. It is expected that the bookmobile communities of a number of American states and Canadian provinces will be utilizing the Guidelines in developing standards more appropriate to local conditions.

Inasmuch as the State Library of Ohio has been the institutional facilitator of the Guidelines, it is my happy duty, on behalf of the State Library of Ohio Board which has long been supportive of bookmobile service, to commend those responsible. The conference attendees, who suggested guidelines and worked so hard for two years to review them, clearly needed to be thanked. Gratitude is also owed to the library representatives who reviewed or tested the earlier drafts. These libraries are listed on the inside of the back cover.

The Guidelines Committee and section editors, consisting of John Philip, Joanne Abel, Ted Despres, Grace Meyers, Carol Hole, Diana Berry and, as facilitator, Bill Crowley, spent long hours drafting the guidelines and incorporating an enormous variety of refinements suggested by two bookmobile conferences and the testing libraries. The many contributions of Sharon Boyer, the helpful voice behind bookmobile conference details, and Susan Thomas, the negotiator for conference sites, must also be commended. Indeed, many State Library of Ohio staff, too numerous to mention, have contributed to the success of the conferences and development of these Guidelines.

Special thanks must be accorded John Philip, the Guidelines Editor. As Head of Field Operations, John has long supervised the State Library of Ohio's extensive bookmobile operations. John's knowledge of bookmobile services and his commitment to bookmobile effectiveness, both nationally known and applauded, made him the inevitable choice to compile this work.

It is my sincere hope that this presentation of the collected wisdom of the bookmobile community will serve to encourage the ongoing planning which is so necessary to assure the continuing success of a unique resource for effective library service - the bookmobile.

Bookmobile Guidelines
Vehicle

Introduction

1.0 This section of the Bookmobile Guidelines provides working specifications for the selection of a bookmobile vehicle. The intent is to provide advice for those designing a bookmobile to meet local needs for bookmobile service. Where United States requirements are cited, Canadian users should reference appropriate Canadian standards.

This section is not intended to be comprehensive nor all encompassing. There are simply too many variations in vehicle design and chassis for such an approach. Where questions arise, it is strongly recommended that a member of the Society of Automotive Engineers with bookmobile or similar expertise be sought.

The bookmobile used in public service should be designed to provide safe, dependable service consistent with the role chosen for the program.

GUIDELINES

Each bookmobile should:

1.1 Be large enough to contain a sufficient number of materials to respond to predictable patron demand.

1.11 A bookmobile meets this guideline if:

1.111 Patrons are not unduly crowded during service.

1.112 Staff have room to shelve books and interact with patrons.

1.113 A full variety of materials can be shelved.

1.114 There is temporary storage space for returned materials waiting to be reshelved.

1.115 There is writing space for requests, registrations, etc.

1.2 Be built on a chassis adequate to meet the weight requirements and other features determined necessary by law, good engineering practice, and standard specifications required for overall program or specific objectives.

1.21 A chassis meets this guideline if the following components, have been addressed in relation to the bookmobile's intended function:

Component		Recommendation
1.211	Chassis	Standard Ford, Chevrolet, etc. locally obtained if possible.
1.212	Payload weight	Varies with size (see 1.2) One pound per book is a traditional standard for estimations of pay load weight.
1.213	Gross vehicle weight	Varies with size (see 1.2).
1.214	Wheelbase	Varies with size (see 1.2) vehicles with shorter wheel bases turn in a shorter radius. However excessive rear overhang risks drive-ability problems. Fifty-five to sixty percent of total vehicle length should be covered by wheel base.
1.215	Axle-front	Varies with size (see 1.2).
	Axle-rear	Varies with size (see 1.2).
1.216	Brakes	Heavy duty/power assist; disc rear and front are sometimes recommended.
1.217	Alternator	Ninety to 160 AMP - Varies with specified needs.
1.218	Engine	Will vary with make and model. Underpowering should be avoided for safety and service reasons.
1.219	Fuel tank	Large enough for miles driven or gallons needed.
1.2110	Steering	Power assisted/integral is recommended.
1.2111	Transmission	Automatic 3-4 speed, Allison/Spicer/ Clark's commonly utilized.

1.2112	Tires	Steel belted radial size to match chassis weight and axle ratings are recommended.
1.2113	Battery	Twelve Volt - "Coach" battery is also sometimes recommended.
1.2114	Springs/Suspension	Heavy Duty - Conforming to chassis gross vehicle weight (GVW) ratings.
1.2115	Tow hooks	Front Rear tow hook is generally recommended.
1.2116	Frame	Seamless Box Steel, Carbon Steel Channel or equivalent.
1.2117	Exhaust	Seamless recommended.
1.2118	Radiator	Need for extra cooling will depend upon climate and terrain.
1.2119	Horn	Dual electric generally recommended. Air horn optional.

1.22 Frame shall be designed to correspond with (or exceed where appropriate for specific purpose) standard performance criteria for trucks of the same general load specifications used for pick-up and delivery service. The added weight of bookmobile patrons at times of maximum useage should be considered.

1.23 Frame chassis longitudinal members shall be one-piece construction with the following exceptions:

1.231 Extension of these members shall be designed, furnished and guaranteed by chassis or body manufacturer. Installa- tion shall be guaranteed by the company installing extension. Extension of frame lengths shall not be for the purpose of extending the wheel base.

1.232 Holes shall be permitted in the chassis rails only when drilled at the chassis plant or authorized by the chassis manufacturer.

1.233 Welding to chassis rails is permitted only as recommended by chassis manufacturer and must be guaranteed by the company making the modifications.

1.24 Shock Absorbers — Double acting, heavy duty, installed on front and rear of chassis.

1.25 Springs — Suspension assemblies shall maintain control of the vehicle under all recommended loading conditions.

1.26 Heavy duty recommended, conforming to chassis GVW ratings. Springs or suspension assemblies shall be designed to carry their proportioned share of gross vehicle weight. Manufacturers must be told load requirements.

1.27 The vehicle may be equipped with truck type heavy duty integral power steering.

1.28 All wiring shall conform to current standards of the Society of Automotive Engineers or underwriter laboratories as required. Wires should be bundled and labeled. A diagram should be provided.

1.29 The entire underside of the body, including floor components, sides and panels below floor level and exterior compartments, shall be coated with fire-resistant, asphalt base, rubber base, or other approved material applied by spray method.

1.3 Have a body coordinated with chassis selection (see above) and designed to be durable, attractive, functional and comfortable for staff and patrons.

1.31 A bookmobile body/shell meets this guideline if with program related exceptions, it responds to the following:

1.311 Dimensions fully utilize available design space.

1.312 Inside height is maximized (e.g. can be at 6'7" for certain models).

1.313 Inside width is between 7' and 8' for most models.

1.314 Space between rear of driver seat is maximized, at least 20' 7" for 28' vehicle.

1.315 Exterior side panels are made of aluminum, steel or fiberglass with wood or metal framing.

1.316 Floor is protected from dust, dirt and road deterioration.

1.317 The roof is leak proof. A solid, opening-free surface decreases the probability of leaks. Where openings are designed and constructed for vents, roof air, antennae, etc., special attention should be paid to sealants.

1.318 Doors are customized to the buyer. Adequate door closers with handles must allow full openings with security for patrons ascending or descending. Doors should be sealed against dust. A driver side door provides a safety and convenience factor. Windows on the doors are a valid option.

1.319 Steps are built-in, added-on or provided in combination. In either case, care must be taken that the height between steps, the first step in particular, is comfortable for all patrons, including the elderly or very young. First steps can be designed very close to the ground or curb (e.g. lower than 9 inches).

1.3110 Step safety is observed in construction, including safety striping, color changes, lighted step well, nonskid surface, etc.

1.3111 Steps are sturdy with no rough edges and remote control devices are available.

1.3112 Remote control devices are considered to lower/raise steps.

1.3113 Handrails are strategically located on both sides of stair wells to meet needs of <u>all</u> users, <u>including persons with special needs</u>.

1.3114 Warning signals are provided to alert the driver when the steps are down and stops the driver from moving the vehicle if the steps are down.

1.3115 The passenger side window is equal in size to the driver's side window. Optional side windows in body panels provide natural light, even if covered with books, and reveal to passers-by movement and action inside the bookmobile.

1.3116 All exterior compartments and wheel wells are to be tightly sealed against dust.

1.3117 Two inches of insulation, fiberglass or equivalent, are applied to roof and panels of an "R" factor relevant to the climate in addition to any other sprayed on material.

1.3118 Exterior lettering and painting reflect a quality library image. When considering local artisans to provide design work, their experience in working with similar surfaces and knowledge of the effects of exposure to the elements should be evaluated.

1.3119 Exterior lighting includes, as a minimum, flood lights at each door. Optimally, illumination on both sides of the outside panels should be provided. Docking lights are recommended if conditions merit.

1.4 Provide interior furnishings of a bookmobile comparable to the design for the interior of a library. Efficiency and appearance will add to effectiveness and encourage patrons to fully utilize the service. Avoidance of problems at the design step is a primary aim.

1.41 A bookmobile's interior design meets this guideline if it responds to the following:

1.411 Drawings of the interior have been agreed upon by the customer and the vendor.

1.412 Shelving is made of durable, attractively finished solid wood or quality plywood or metal and protected from user wear.

1.413 Shelving is adjustable except where not feasible.

1.414 Full wall space is utilized. Ceiling and floor level moldings which reduce usable space have been avoided.

1.415 Shelving design includes the appropriate 15 degree angle for side shelves and 20 degree angle for rear shelves.

1.416 Shelving has a right angle backing.

1.417 A minimum of 10" between shelves is allocated. If adjustable, this height should be allowed for in determining shelving potential.

1.418 Special shelving needs, (e.g. periodicals, A.V. pamphlets, etc.) are built into drawings.

1.419 Special features such as bulletin boards, closets, added storage space, screen, seats, and paperback racks are agreed upon at the design stage.

1.4110 Desk needs in the vehicle are in accord with the circulation system and programs offered. Second desks, for example, are frequently unnecessary for an automated circulation system.

1.4111 The desk(s) is/are designed to facilitate response to patron need for floor assistance.

1.4112 An auxiliary work table is available for writing reserves, and for registration functions. Removable working table is an option.

1.4113 A handicapped access lift is optional bookmobile equipment: if sought, it should be combined with the rear door and utilized for loading and unloading. Rear door placement has minimum negative impact on shelving capacity.

1.5 Provide heating and air conditioning. Technical details will vary significantly with design, size and program, but the vehicle should be comfortable at all times of the year and under varying conditions of use.

1.51 A bookmobile meets this guideline if it responds to the following:

1.511 The vehicle has a heating, ventilation and air conditioning system adequate to maintain a

comfortable temperature in summer and winter, even when doors are constantly in use.

1.512 Auxiliary systems for auxiliary temperature control are provided (e.g. heat strips, cab heater and air conditioner).

1.513 The system utilized maximizes ease of maintenance. Roof units for example can offer both air conditioning and some heat and are readily serviceable and/or replaceable.

1.514 Standard liquid propane (LP) gas, electric or hot water heat is utilized. Availability of LP gas, size of auxiliary generator, etc. affects this choice.

1.515 Special weather needs such as the upgrading of heating, ventilation, air conditioning, may be addressed by placing heaters by doors, utilizing floor radiant heat, etc.

1.516 If roof air conditioners are installed heavier roof construction is required. This raises the center of gravity and reduces roll stability. Rear mounted air conditioners in shorter wheel base units can cause "tail wagging".

1.6 Provide an appropriately installed auxiliary power unit to handle current and anticipated electrical needs of heating, air conditioning, outlets for computers or circulation machines, etc. This requirement may be met through "on vehicle" equipment or "off vehicle" power.

1.61 The auxiliary power plant meets this guideline if:

1.611 It is purchased from a recognized manufacturer or the service and reliability equivalent and is properly sized to design requirements with reserve capacity for future needs and normal plant deterioration.

1.612 It can provide reliable power for the following equipment of a standard make and supported by a competent, authorized dealer:

1.6121 Air conditioning unit(s).

1.6122 Heating for normal and special needs.

1.6123 Required electrical outlets.

1.6124 Two continuous rows of fluorescent lights the full length of the bookmobile.

1.6125 Circulation system including, if applicable non-interruptible power supply for automated system.

1.6126 A shoreline for off-vehicle power of at least 25 feet (50 feet preferred if available).

1.6127 It can be serviced locally by an authorized dealer.

1.6128 The storage compartment is adequate to house and ventilate the power plant.

1.6129 The storage compartment is properly sealed and insulated.

1.61210 The power plant is installed on a slide out tray for ease of servicing. Generator compartment and installation should be in conformance with national electric code requirements and generator manufacturer's installation guidelines.

1.61211 An hour meter is included in the power plant.

1.61212 It utilizes the latest proven technology.

1.62 Shoreline Power Cord and Plug-Ins

1.621 Properly sized for amperage and length requirements (e.g. 3 wire 120V).

1.622 Adequately sized storage compartment, for ease in putting in and taking out. Electric reels are not recommended.

1.623 Fitted with waterproof, current interruptible plugs and receptacles, adherence to National Electrical Code - type 309 U.L. is recommended.

1.7 Provide a vehicle cab including space for the driver and an additional passenger. The cab should be safe, comfortable, have

necessary instruments and be capable of utilization for public service as needed.

1.71 The cab meets this guideline if:

1.711 The driver and passenger seats have seat belts and meet FMVSS 207 and 210 requirements.

1.712 The driver and passenger seats are fully adjustable and seats swivel to operate as desk seats if such desks are utilized.

1.713 The windshield and any other glass design affords the driver maximum visibility. Construction shall be safety plate grade, laminated, and tinted. All glass shall conform to specific Department of Transportation standards, i.e., laminated safety plate for windshields and laminated safety plate or tempered glass for other glazing. Must meet FMVSS 205 requirements.

1.714 The usual dash board instruments reflecting appropriate regulations and safety needs are provided and meet FMVSS 101 requirements.

1.715 Side view mirrors are included with size to meet FMVSS 111 requirements. West coast type seem standard.

1.716 A high capacity heater and defroster which meets FMVSS 103 requirements and with an auxiliary dash board fan, to keep the windshield clear in all weather conditions, are provided.

1.717 A high quality windshield wipers and washer system, which meets FMVSS 104 requirements is installed.

1.718 Dome lights are appropriately placed.

1.719 Required safety items such as fire extinguishers are provided.

1.7110 A two-way communication device is installed.

1.7111 Adequate sun visors are provided.

1.72 All the applicable rules, regulations and laws governing motor vehicles and electrical installations of the following agencies are met:

1.721 FEDERAL MOTOR VEHICLE SAFETY STANDARDS (FMVSS)

1.722 DEPARTMENT OF TRANSPORTATION (DOT)

1.723 STATE MOTOR VEHICLE CODES

1.724 NATIONAL ELECTRIC CODE (NEC)

1.725 ENVIRONMENTAL PROTECTION AGENCY (EPA)

1.726 OCCUPATIONAL SAFETY AND HEALTH AGENCY (OSHA)

1.727 UNDERWRITERS LABORATORY (UL)

1.728 CANADIAN STANDARDS ASSOCIATION (CSA)

1.729 STATE, COUNTY AND MUNICIPAL CODES THAT REGULATE PUBLIC PLACES.

1.73 Provide minimum safety equipment: The vehicle should be equipped to operate in a safe manner for the protection of staff and public and meet FMVSS 108 requirements.

1.731 A bookmobile meets minimum safety equipment guidelines if it has the following equipment:

1.7311 Headlights (2)

1.7312 Tail lights (2)

1.7313 Stop Lights (2)

1.7314 Parking Lights (2)

1.7315 Turn Signals (4)

1.7316 Rear License Light (1)

1.7317 Backup Lights

1.7318 Triple Light Marker Lights (Front-Rear)

1.7319 Reflectors - 2 Front- 2 Rear + Four Sides

1.73110 Effective Escape Exit Option

1.73111 Mirror mounted on vehicle to see area in front of head lights to reduce danger of pedestrian accidents.

1.73112 Housing for first aid kit and fire extinguisher

1.73113 Back up alarm

1.8 Miscellaneous items:

1.81 Terms of pick up or delivery of the vehicle are agreed upon in advance to the satisfaction of both buyer and vendor.

1.82 Warranties of standard nature are provided by the vendor.

1.83 Inspections of the vehicle on an agreed upon schedule by knowledgeable library staff or consultants will take place from the time the first work is done on the chassis through final delivery. This reduces misunderstandings over required features and ensures the work is timely and in accordance with specifications.

Appropriate times for inspection by the purchaser are:

1.831 At chassis delivery, if convenient.

1.832 During floor and wall framing.

1.833 During interior wood working.

1.834 Before delivery (final inspection).

1.84 Areas for special consideration at inspection:

1.841 Seals at openings (e.g. doors) and body seals for water/dust.

1.842 All functioning equipment, outlets and instruments.

1.843 Exhaust system (e.g. if muffler and pipe clamps attached and tight).

1.844 Firmness of exterior wiring.

1.845 Proper door closings (e.g. if doors slam tight and open fully).

1.846 Wood quality specifications of shelving.

1.847 Load capability of generator/light plant.

1.848 Chairs (e.g. if chairs swivel fully if specified to do so).

1.85 Final payment should not be paid before all specifications are met.

1.9 Consider optional equipment which may enhance the service program.

1.91 Options listed below are among those utilized for specific programs and should be considered if appropriate:

1.911 Inside and outside speakers for radio/tapes.

1.912 Engine block heaters.

1.913 Low water/oil alarm.

1.914 Wheel chair lift.

1.915 Side mirrors adjustable from cab interior.

1.916 Media equipment.

1.917 Securable racks for paperbacks or other materials.

1.918 Diesel engine.

1.919 LP powered auxiliary light plant.

1.9110 LP powered engine.

1.9111 Cruise control.

1.9112 Cab air conditioning.

1.9113 Cross over switch to allow engine battery to start generator or vice versa.

1.9114 Flood lights on street side.

1.9115 Housing for tool box containing minor tools.

1.9116 Rear closed circuit T.V.

1.9117 Remote spot light for backing or pulling out.

Bookmobile Guidelines
Scheduling

INTRODUCTION

2.0 The bookmobile schedule should be designed to place the bookmobile where convenience, location and time will enhance use. It should reflect the role chosen for the bookmobile service.

2.1 The bookmobile schedule meets this guideline if the following factors have been considered:

2.11 Service hours reflect the system approach as closely as possible.

2.12 Service hours and days are provided for each segment of the community to be reached, e.g., after school hours for children.

2.13 Evening hours are made available for working adults and older children.

2.14 Weekend service is evaluated in the context of providing quality service.

2.15 Weekly service is ideal. Other schedules are not uncommon.

2.16 School service, which is popular in many programs, does not impede the development of school library, media centers.

2.17 Local factors such as neighborhoods with unique needs institutions, nursing homes, are reflected in services. In centers, the schedule should accommodate institutional programming.

2.18 The duration of the stop is at least 1/2 hour for a community stop. If few patrons utilize a stop regularly, a shorter time may be scheduled. House-to-house service must be evaluated carefully.

2.19 Safety precautions are taken to reduce the danger of accidents to staff and patrons.

2.110 Decisions to continue routine lower circulation stops are made only for specific reasons, such as geographical coverage, programming, or library priorities. Minimum circulation at a stop of 40-50 per hour is desirable.

2.111 Circulation of over 100 per hour is considered as a possible indication that more time and/or staff at a stop is needed.

2.112 Schedules are changed infrequently.

2.113 Schedules are met consistently.

2.114 Patron count as well as circulation is used in evaluating stop. Consider a patron count of 10-12 per stop to be of equal value as a 40-50 circulation.

2.115 Cancel established stops after 6 months of below standard use (see 2.110).

2.116 Shopping areas, parks/playgrounds, trailer parks, housing projects, village post offices, industrial plants, nursing homes and senior citizen centers are considered for possible stops.

2.117 Suggestions for new stops are solicited from local media and current prospective patrons.

2.118 New stops are evaluated sooner than one year after they are added to the schedule (see 2.110).

Bookmobile Guidelines
Collection Development

INTRODUCTION

3.0 This section of the bookmobile guidelines outlines essential considerations for a collection development policy for bookmobile services. It is intended to have broad applications for basic "community services" programs as well as potential relevance for specialized programs such as services to the elderly, school services, jail services, etc. The section combines management guidelines from the library point of view and service guidelines from the patron point of view.

The bookmobile collection development policy should serve as a guideline for the selection, ordering, and retention of materials, and provide for access to materials not immediately available at the point of contact.

3.1 The bookmobile collection development policy should:

3.11 Be consistent with the overall goals of the library and with the specific goals of the bookmobile service program.

A bookmobile program meets this guideline if:

3.111 There is a written statement for the library's overall goals and service programs.

3.112 This statement contains specific goals and objectives for the bookmobile service program.

3.113 This statement has been approved by the library board.

3.114 The bookmobile collection development policy promotes achievement of the stated goals and objectives of the bookmobile service program.

3.12 Designate personnel responsible for materials selection, with decisions based on expressed local interests and professional selection criteria.

A bookmobile program meets this guideline if:

3.121 It identifies the person(s)/position(s) responsible for selection of materials.

3.122 It provides for input into the selection process by bookmobile staff having contact with the public.

3.123 It systematically screens patron requests for potential purchase and purchases appropriate titles in a timely manner.

3.124 It uses general circulation periodicals and professional review journals as selection tools.

3.125 A policy exists regarding donations to the collection.

3.126 A policy exists on the use of standing orders.

3.13 Result in an attractive, available collection of high interest materials in a variety of formats (books, large print books, books on tape, records, periodicals, etc.), for both current and retrospective titles.

A bookmobile program meets this guideline if:

3.131 It does not receive main library discards as a major ongoing source of materials.

3.132 It has a designated budget line item for purchasing materials.

3.133 It has access to a well-supplied collection of materials, at least three times the size of the collection carried by a single vehicle, and proportionately more for added bookmobiles in service.

3.134 It includes materials in a variety of formats appropriate to the clientele being served.

3.135 It provides materials that are physically clean and in good repair.

3.136 It maintains an aggressive weeding schedule with the percentage of the collection to be weeded determined locally.

3.137 It rotates the vehicle collection on a scheduled basis.

3.138 It makes available a selection of materials on the bookmobile of which at least 25 percent have a publication date within the past five years.

3.139 In the case of a separate bookmobile collection, total use results in an annual turnover rate of at least four. Turnover equals bookmobile circulation divided by bookmobile holdings.

3.14 Provide for access to the full range of materials desired by patrons, whether or not the materials are immediately available on the bookmobile.

A bookmobile meets this guideline if:

3.141 Patrons have immediate access to 50 percent of the library materials they want, as determined by actual count at least annually.

3.142 Patrons receive within one visit cycle 80 percent of all requested materials not immediately available on the bookmobile, with the exception or interlibrary loans and best sellers, as determined by an actual count at least annually.

3.143 Patrons have full access through the bookmobile to all circulating materials owned by the system through intra-system loan.

3.144 Patrons have full access to the normal interlibrary loan procedure for materials not owned by the system.

3.145 The bookmobile does not discriminate in use of materials due to age of the borrower or format of the materials.

Bookmobile Guidelines
Marketing and Publicizing

INTRODUCTION

4.0 The marketing and publicizing of the bookmobile program should be designed to alert the maximum feasible number of the residents of the service area aware of the services of the bookmobile. It should be produced and distributed in such a manner as to motivate use while informing residents of the content of the services provided. The audience to which this effort is aimed should include all segments of the community. Where appropriate, specific groups should be targeted.

4.1 A library meets this guideline if:

4.11 The overall marketing/publicity program fits in with and complements the system's program.

4.12 The bookmobile is clean, painted an eye-catching color and displaying a logo. (Use of a system logo is recommended.)

4.13 Media use may include:

4.131 Daily radio announcements, possibly including locations times of stops, and cancellations; special radio programming should be sought.

4.132 Special service promotions made regularly on the radio and if available, T.V.

4.133 Newspaper releases book lists, schedules, etc.

4.134 Newspaper special features with photographs of the bookmobile and users and/or staff.

4.135 Electronic signs.

4.136 Promotional video tapes.

4.14 Printed materials distributed from the fixed facility library(ies), the bookmobile(s), or mailed directly may include:

4.141 The bookmobile schedule. It should be easy to read, reflect the image of the library, and provide information about time and location of stops. It should also, if appropriate, display the library logo and information about the system.

4.142 Specially prepared flyers and/or broadsides, place mats, etc. These can be effectively utilized as handouts to focus on topics, services, and authors with works available on the bookmobile or from the system.

4.143 Displays on the bookmobile and/or distributed throughout the community.

4.144 Outdoor signs located throughout the community including, if feasible, bus-stop type.

4.145 An inexpensive brochure concentrating on bookmobile operations.

4.146 Bookmarks. These can feature the schedule and/or services.

4.147 The library newsletter, if one is available.

4.148 The library's annual report, featuring the bookmobile among other departments.

4.15 A variety of programs are available. These may include:

4.151 Story hours

4.152 Summer park stops

4.153 Speakers at Community Programs

4.154 Bookmobile and/or booth at fairs, community events

4.155 Movies

4.156 Craft workshops

4.157 Parades

4.158 Book talks - adult and juvenile (Senior Centers, etc.)

4.159 Summer reading clubs with prizes (these may be donated or purchased)

4.16 Community involvement is encouraged. Methods may include:

4.161 Radio & T.V. programs

4.162 Neighborhood newsletters

4.163 Church bulletins

4.164 Store displays

4.165 Government agencies

4.166 Service clubs and children's clubs (4H, Scouts, etc.)

4.167 Welcome Wagon

4.168 Visitors and Convention Bureau

4.169 Schools

4.1610 Toll free 800 number

Bookmobile Guidelines
Staffing

INTRODUCTION

5.0 The purpose of this section is to ensure that staffing of the bookmobile will be organized to provide personnel adequate to carry out the objectives of the program.

Libraries should:

5.1 Ensure that the number of staff members on the bookmobile is commensurate with the amount of activity on board.

5.11 A library meets this guideline if quality reader's advisory and reference service can be provided at the same time as clerical duties, e.g., registration of borrowers, checking materials in and out, and shelving. No fewer

than two staff members should be on the bookmobile at any time for safety as well as service quality considerations.

5.2 Conduct initial and on-going training for all bookmobile staff who have some responsibility for providing reader's advisory service, programming, and reference service.

5.21 A library meets this guideline if all staff with responsibility for service receive initial and annual training on these topics. Sessions should include but not be limited to: negotiating a patron interview, use of reference sources (standard and new titles), use of backup reference sources, and methods of providing library services.

5.3 Provide staff trained in basic reference work during all hours the bookmobile offers service.

5.31 A library meets this guideline if its outlets are staffed every open hour by someone who has training in reference work. A backup interactive method of reference referral should be established with another library outlet.

5.4 Provide current written job descriptions for each position and have regular evaluations of all staff members.

5.41 A library meets this guideline if job descriptions are reviewed annually, and all staff members are evaluated at least once a year.

5.5 Provide appropriate driver training to ensure safe vehicle operation in accordance with state, local or federal laws and regulations.

5.51 A library meets this guideline if annual training is provided and applicable laws and regulations are observed.

5.6 Provide appropriate safety training for all staff members (e.g. proper methods of lifting heavy loads).

5.61 A library meets this guideline if annual training is provided and applicable laws and regulations are observed.

5.7 Libraries are encouraged to:

5.71 Conduct in-service training to teach staff how to deal with difficult situations and problem patrons.

5.72 Include bookmobile related policies and procedures in the library policy manual.

5.73 Have a formally adopted policy on nondiscriminatory service.

5.74 Hire people who exhibit positive interpersonal skills and have appropriate education or experience to meet service needs.

5.75 Provide continuing education opportunities which include paid time off and reimbursement of staff members for cost of continuing education.

5.76 Hold regular staff meetings with updates on current in-house activities as well as trends and issues of general interest.

5.77 Provide a planned orientation program for all new employees.

5.78 Encourage membership and involvement in professional organizations through payment of dues and reimbursement of travel expenses to professional meetings.

5.79 Develop an internal communications structure to keep all staff members well-informed about library policies, procedures and activities.

5.710 Hire staff members who are aware of special developmental stages and behaviors of the special clienteles served, e.g. children, young adults, elderly, disabled.

5.711 Hire staff members who are readers.

Bookmobile Guidelines
Management

INTRODUCTION

6.0 The bookmobile should be administered as part of a planned program to maximize cost-effectiveness of staff, equipment and other resources and within the overall management goals and philosophy of the system.

A bookmobile is well managed if:

6.1 Bookmobile service is designed to meet community needs.

6.11 A library meets this guideline if:

6.111 Bookmobile service is included in all library planning such as user surveys, output measures, long range plans and annual goals and objectives.

6.112 Bookmobile planning includes research and monitoring of demographics, growth and use patterns, levels of need and public demand.

6.113 Planning is done cooperatively with local planning agencies, schools, and agencies with clientele who need bookmobile service.

6.114 Items 6.112 and 6.113 are done prior to bookmobile schedule changes or at least biannually.

6.2 Every effort is made to keep service to bookmobile patrons the same as for all other patrons, insofar as is feasible on a vehicle.

6.21 A library meets this guideline if:

6.211 All library collections, including books, audio-visual materials, software, realia and other items are available to bookmobile patrons on the same basis as to all other patrons, except where the bulk of the item precludes delivery by vehicle.

6.212 Circulation rules and procedures are no more restrictive for the bookmobile patrons than other patrons.

6.213 Reference materials are provided to bookmobile patrons according to patrons' needs.

6.214 Bookmobile reserves are given the same priority as other reserves.

6.215 Stops are scheduled for the convenience of patrons, according to the library's written policy on the role of the bookmobile and the research done under item 6.11 above.

6.3 Bookmobile services are adequately funded.

6.31 A library meets this guideline if:

6.311 Goals and objectives of the bookmobile program are met.

6.312 Bookmobile costs are monitored in documents which allow bookmobile costs to be easily tracked separately from other system costs.

6.4 Replacement of vehicles is planned for.

6.41 A library meets this guideline if:

6.411 An amount equal to 1/10 the cost of a suitably sized vehicle is included in the annual budget and added to a replacement fund, OR, some other adequate method of providing a replacement fund can be demonstrated.

6.412 Vehicle replacement is included in long and short-range planning documents.

6.5 Bookmobiles are adequate for their intended use.

6.51 A library meets this guideline if:

6.511 Horsepower, construction and durability will provide at least 10 years service in the type of terrain, climate and use level where the bookmobile will operate.

6.512 The bookmobile will carry a minimum of 2,000 books. Number of volumes should increase with increased circulation or other uses such as programming.

6.6 There is a planned preventive maintenance program.

6.61 A library meets this guideline if:

6.611 It has written forms listing items serviced by:
A. daily driver maintenance
B. 3,000 miles or 90 days, whichever comes first
C. 12,000 miles or annually, whichever comes first

6.612 Logs of mileage, fuel, oil and service are maintained for each vehicle.

6.613 Vehicles are taken for scheduled service when due.

6.614 Maintenance and repair costs are included in the budget documents.

6.7 Physical facilities are adequate for the program.

6.71 A library meets this guideline if:

6.711 Office space equals the standard minimum of 100 square feet per staff member, not including space for collections.

6.712 A covered garage large enough for easy docking and loading of vehicles is provided. Garage doors should be automatic and provide security.

6.713 Dock arrangements allow book trucks to be wheeled directly onto vehicles.

6.714 Facilities allow staff to carry out bookmobile tasks without interference from, or to, other library activities.

6.715 OSHA (Occupational Safety and Health Act) standards, state standards and other applicable standards are used as guidelines for facilities.

6.8 There is written policy on the role of the bookmobile.

6.81 A library meets this guideline if the policy includes:

6.811 The place of the bookmobile in the overall library program.

6.812 The role and scope of bookmobile operations i.e. what parts of the population should the bookmobile serve? When should bookmobile(s) be replaced by other forms of service?

6.813 Criteria for adding and dropping bookmobile stops.

6.9 The bookmobile is integrated into the library system.

6.91 A library meets this guideline if:

6.911 The same statistics are kept for the bookmobile as for the rest of the system, in addition to those relevant only to the bookmobile program.

6.912 Bookmobile staff are included in planning of policies, procedures and changes in the library system.

6.913 Overdues are handled centrally, and circulation systems are the same as those for the library system, insofar as is possible on vehicles.

6.914 Scheduling of meetings and in-house functions is arranged so that bookmobile staff can participate.

6.915 Staff development and continuing education opportunities are comparable to those available to other staff members.

6.916 Personnel procedures (lunch, breaks, evaluations, sick leave, etc.) are the same for bookmobile staff and other staff.

6.10 Staffing is commensurate with level of service.

6.101 A library meets this guideline if it has:

6.1011 Clear, written lines of supervision.

6.1012 At least one staff member with a four-year college degree and a minimum of one year public library experience per bookmobile. A trained librarian is recommended.

6.1013 At least two available trained drivers with valid drivers' licenses, for each bookmobile.

6.1014 In bookmobile departments with more than two staff, at least one trained librarian with supervisory responsibilities.

6.1015 Staffing adequate to ensure safety and to handle the level of service.

Notes

LIBRARIES WHOSE REPRESENTATIVES REVIEWED OR FIELD TESTED THE

NATIONAL BOOKMOBILE GUIDELINES

Alachua County Regional Library	Gainesville, Florida
Anderson City-Anderson & Stony Creek Township Public Library	Anderson, Indiana
Akron-Summit County Public Library	Akron, Ohio
Campbell County Public Library	Newport, Kentucky
Central Massachusetts Regional Library System (25 libraries)	Worcester, Massachusetts
Chatham Public Library	Ontario, Canada
Chautauqua-Cattarugus Library System	Jamestown, New York
Detroit Public Library	Detroit, Michigan
Durham County Library	Durham, North Carolina
Etobicoke Public Libraries	Ontario, Canada
Four County Library System	Binghamton, New York
Jackson Parish Library	Jonesboro, Louisiana
Knox County Public Library	Vincennes, Indiana
Louisiana Library Association Bookmobile Interest Group (30 libraries)	Baton Rouge, Louisiana
Milwaukee Public Library	Milwaukee, Wisconsin
Muncie Public Library	Muncie, Indiana
New Mexico State Library	Santa Fe, New Mexico
Ohio State University Health Sciences Library	Columbus, Ohio
Phoenix Public Library	Phoenix, Arizona
Portage County District Library	Garrettsville, Ohio
Porter County Bookmobile	Valparaiso, Indiana
Steele Memorial Library	Elmira, New York
Vernon Parish Library	Leesville, Louisiana
Warren County Library System	Warren, Pennsylvania
Wayne County Public Library	Wooster, Ohio
Western Massachusetts Regional System	Pittsfield, Massachusetts

Total copies printed: 1,000
Unit cost: $.9303
Publication date: 11/88

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